

WHAT IS CLAIMED IS:

1. A method of adjusting cover printing associated with a printed publication based on a caliper measurement of the printed publication, the method comprising the steps of:

receiving a prestored nominal caliper value;

determining a measured caliper value of the printed publication by measuring the thickness of the printed publication;

adjusting print data associated with a cover intended for the printed publication based on a difference between the measured caliper value and the prestored nominal caliper value; and

printing the cover using the adjusted print data.

2. A method as defined in claim 1, wherein the step of receiving a prestored nominal caliper value comprises the step of retrieving the prestored nominal caliper value from a networked computer readable media.

3. A method as defined in claim 1, wherein the step of adjusting print data comprises the step of adjusting cover graphics.

4. A method as defined in claim 1, wherein the step of adjusting print data comprises the step of adjusting cover text.

5. A method as defined in claim 1, wherein the step of adjusting print data comprises the step of adjusting margin data.

5 6. A method as defined in claim 1, wherein the step of adjusting print data comprises the step of adjusting print commands.

10 7. A method as defined in claim 1, wherein the step of adjusting print data associated with a cover intended for the printed publication based on a difference between the measured caliper value and the prestored nominal caliper value comprises the step of shifting a cover image by more than 40% and less than 60% of the difference between the measured caliper value and the prestored nominal caliper value.

15 8. A method of equalizing the caliper of a printed publication backbone, the method comprising the steps of :

determining a thick area and a thin area of the printed publication backbone, the thick area being wider than the thin area; and placing toner on a plurality of pages in an area of the pages corresponding to the thin area.

9. A method as defined in claim 8, wherein the step of determining a thick area and a thin area of the printed publication backbone comprises the step of measuring the printed publication backbone at at least two locations.

10. A method as defined in claim 9, wherein the step of measuring the printed publication backbone occurs during the printing process.

11. A method as defined in claim 8, wherein the step of determining a thick area and a thin area of the printed publication backbone comprises the step of electronically determining ink density at a plurality of locations along the backbone based on print data used to print the printed publication.

12. A method as defined in claim 8, wherein the step of placing toner on a plurality of pages comprises the step of placing the toner in an area of the pages that will be hidden under the cover.

13. An apparatus for adjusting cover printing associated with a printed publication based on a caliper measurement of the printed publication, the apparatus comprising:

an interface circuit structured to receive the caliper measurement and transmit cover print commands;

a memory device storing a software program and a nominal caliper value; and

a processing unit operatively coupled to the interface circuit and the memory device, the processing unit being structured to execute the software program, the software program being structured to cause the processing unit to:

retrieve the nominal caliper value from the memory device;
receive the caliper measurement from the interface circuit;
adjust cover print commands based on a difference between the received caliper measurement and the retrieved nominal caliper value; and
transmit the adjusted cover print commands via the interface circuit.

14. An apparatus as defined in claim 13, wherein the software program is structured to cause the processing unit to shift a cover image by more than 40% and less than 60% of the difference between the received caliper measurement and the retrieved nominal caliper value.

15. An apparatus as defined in claim 13, wherein the software program is further structured to cause the processing unit to determine a thick area and a thin area of the printed publication backbone, the thick area being wider than the thin area; and cause ink to be printed on a plurality of pages in an area of the pages corresponding to the thin area.

16. An apparatus as defined in claim 15, wherein the software program is further structured to cause the processing unit to determine ink density at a plurality of locations along the backbone based on print data used to print the printed publication.

5

17. An apparatus as defined in claim 15, wherein the software program is further structured to cause the processing unit to cause ink to be placed in an area of the pages that will be hidden under a cover associated with the printed publication.

10